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EXECUTIVE DIRECTOR/STAFF REPORT: October 2008

- **Visitor Guide Fulfillments** Mail: 734 Email: 1,446
 - Tour Texas – 111
 - Southern Living – 108
 - Home & Away – 16
 - Texas Journey – 0
 - Texas Monthly – 9
 - TTIA – 6
 - See Texas First – 484
 - AAA Journey – 0
 - See Texas First e-brochure – 1,423
 - Tour Texas (PDF) – 23
- **TAAF Winter Games of Texas** – Invitation/Brochure Mail out – 1,252
 - Dance – 226
 - Flag Football – 386
 - Basketball – 613
 - Rock Climbing - 27
- **Convention Groups Serviced:** 2
- **Site Inspections:** (City Tours Included All Hotels & Venues)
 - Mandy Heyse w/TX Association of School Boards
 - Paula Rigling w/Meetings Planning Professionals
 - Kathy Humphries w/TX Auctioneers Association
 - Brenda Dotson w/TX Association of School Nutrition
 - Gina Garcia w/Office of Rural Community Affairs
- **Meetings/Events Attended:**
 - DFWATC Sports Committee Conference Call & Board Meeting
 - Sunrise Rotary
 - Leadership Frisco
 - Tour of NTEC w/SciTech Discovery
 - Lunch w/Terry Spears, Holiday Inn's new DOS
 - Texas Treats Open House
 - Local Campaign Meeting
 - Winter Games of Texas Meeting
 - CTA (Certified Tourism Ambassador) Focus Group
 - Green Lodging & Meetings Committee
 - NCAA College Cup Update Meeting

- FY09 Goal Meetings w/Individual Managers
- Intro meeting w/Bill Herman, new contact for StarCenter Events
- Albuquerque Balloon Festival Conference Call
- IDSS Training in Grapevine
- Lunch w/Steve Maxwell, President of Stars Figure Skating Club re: Upcoming Events & RFP's
- Met w/Don Jaeger & Chris Conwell from Collinson Publishing, re: possible new Tradeshows & Ads
- Met with Wes Grandstaff w/Fieldhouse, re: Upcoming 2009 Events
- **Presentations:**
 - Monthly Report to City Council
 - New Employee Orientation
 - Russian Visitors (Rotary International)
- **Sales Missions/Travel:**
 - PYM – Mini Tradeshow & Luncheon w/33 qualified Meeting Planners (Hosted by CVB & FCD) at Pizza Hut Park
 - Tyler, TX – TTIA Workshop & Sales Calls
 - Granbury, TX – GLAMER Show
 - Local Corporate Sales Blitz w/Hotel Partners (14 Pre-set Appointments)
 - Atlanta, GA – Meetings Quest 1-Day Tradeshow & Networking Event
 - Pittsburgh, PA – TEAMS 2008 Conference (35 scheduled appointments & received 11 RFP's)
- **Special Projects:**
 - Media/State Association FAM – Showcased the City of Frisco to (5) Association Meeting Planners from Austin & (3) Media Writers, they were all excited about what they experienced & we should see several stories, and RFP's come from this event during our 1st quarter
 - CVB Website Update
 - IDSS Housing Program Demo
 - Organizing a local FAM for Raytheon in McKinney (Planners & Admins)
 - Industry Certifications for Staff (*on going*)